--AMENDMENTS TO THE CLAIMS--

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims

1 – 13 (Canceled)

14. (Original) A method of operating an online target advertising system, the method comprising:

   providing a page specific invitation to advertise link on a web page associated with its identifying universal resource identifier (URI);

   receiving a request to advertise via the link at an ad server;

   displaying an advertisement in an advertisement space on successive web pages having the identified URI, based on the request.

15. (Currently Amended) The method of claim 14 wherein ~~the~~ a price to occupy the advertisement space is determined in an ongoing auction.

16. (Original) The method of claim 14 further comprising collecting profile information based on the request to advertise.

17. (Currently Amended) The method of claim ~~14~~ 16 wherein the profile information includes the identifying URI and ~~the~~ scanned contents of the web page having the identified URI.

18. (Currently Amended) The method of claim ~~14~~ 16 further comprising providing a suggested URI based on the profile information.

19. (Original) The method of claim 14 wherein the ad server is a right of first refusal ad server.

20. (Original) The method of claim 14 wherein the advertisement displayed is selected from a targeted ad wrapper.

21. (New) The method of claim 15 further comprising notifying an advertiser that has been displaced from the advertisement space that the advertisement space is available at a higher price.

22. (New) A computer readable storage medium comprising computer executable instructions which, when executed by a processor, cause the processor to perform a method of operating an online target advertising system, the method comprising:

    providing an advertisement space on a web page;

    displaying on the web page a page specific invitation to advertise on the web page, the page specific invitation to advertise including a link for submission of a request to advertise, the link including information identifying a universal resource identifier (URI) of the web page;

    receiving a request to advertise on the web page via selection of the link by a requesting advertiser;

    receiving a page request for the web page having the identified URI; and

    in response to the page request, displaying an advertisement in the advertisement space on the web page based on the request to advertise.

23. (New) The computer readable storage medium of claim 22 wherein a price to occupy the advertisement space is determined in an ongoing auction.

24. (New) The computer readable storage medium of claim 23 wherein the method further comprises notifying an advertiser that has been displaced from the advertisement space that the advertisement space is available at a higher price.

25. (New) The computer readable storage medium of claim 22 wherein the method further comprises collecting profile information based on the request to advertise.

26. (New) The computer readable storage medium of claim 25 wherein the profile information includes the identified URI and scanned contents of the web page having the identified URI.

27. (New) The computer readable storage medium of claim 25 wherein the method further comprises providing a suggested URI based on the profile information.

28. (New) A computer readable storage medium comprising computer executable instructions which, when executed by a processor, cause the processor to perform a method of operating an online target advertising system, the method comprising:

  providing a page specific invitation to advertise link on a web page associated with its identifying universal resource identifier (URI), wherein the page specific invitation to advertise link comprises means for directing an individual to a different web resource;

  receiving a request to advertise via the link at an ad server;

  displaying an advertisement in an advertisement space on successive web pages having the identified URI, based on the request.

29. (New) The computer readable storage medium of claim 28 wherein a price to occupy the advertisement space is determined in an ongoing auction.

30. (New) The computer readable storage medium of claim 29 wherein the method further comprises notifying an advertiser that has been displaced from the advertisement space that the advertisement space is available at a higher price.

31. (New) The computer readable storage medium of claim 28 wherein the method further comprises collecting profile information based on the request to advertise.

32. (New) The computer readable storage medium of claim 32 wherein the profile information includes the identified URI and scanned contents of the web page having the identified URI.

33. (New) The computer readable storage medium of claim 32 wherein the method further comprises providing a suggested URI based on the profile information.